

Wisconsin Architect



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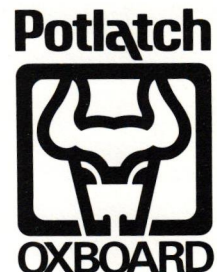
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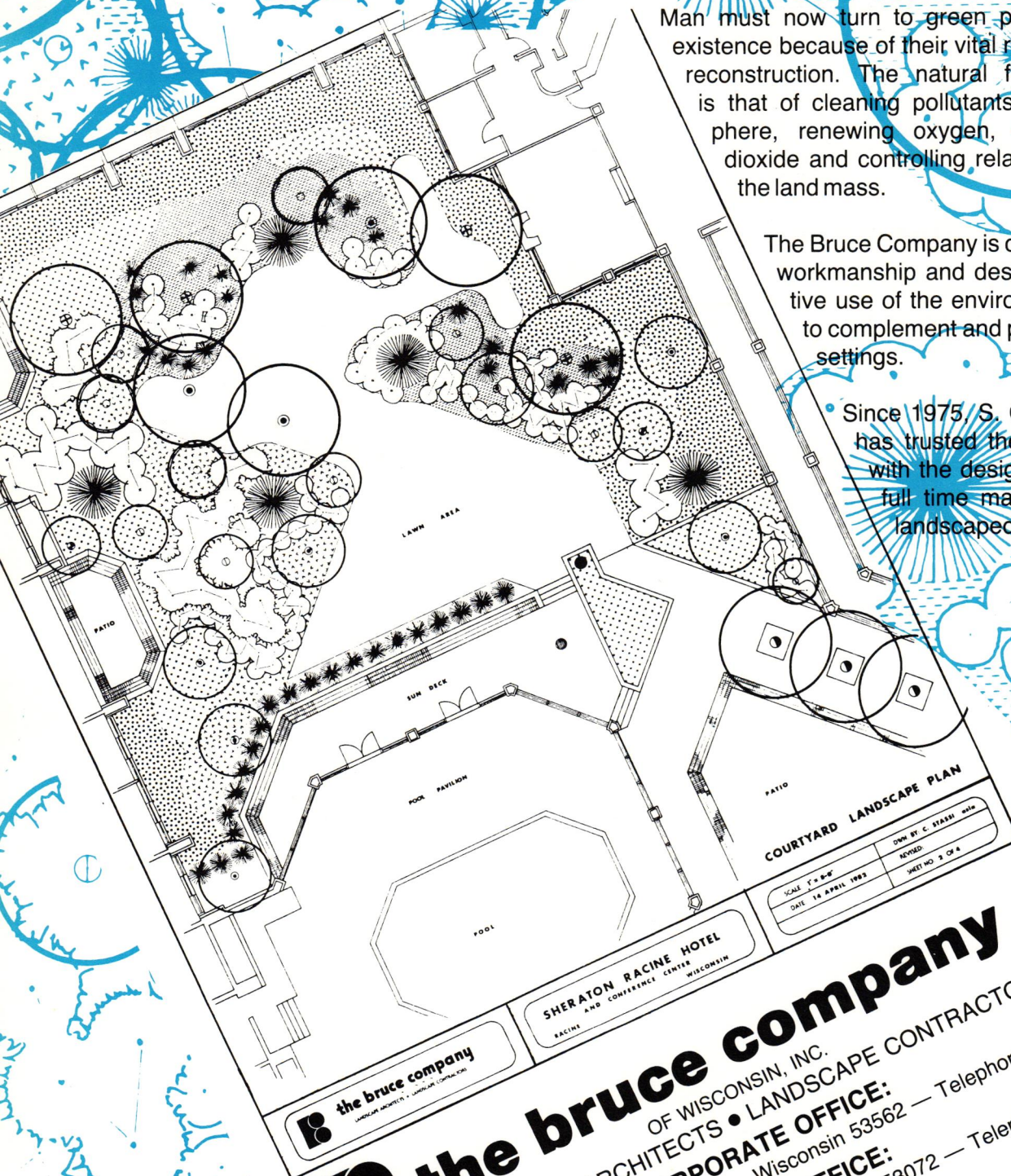
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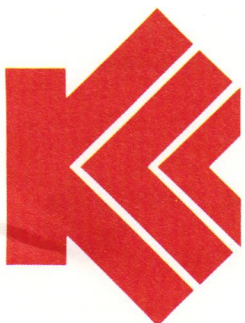
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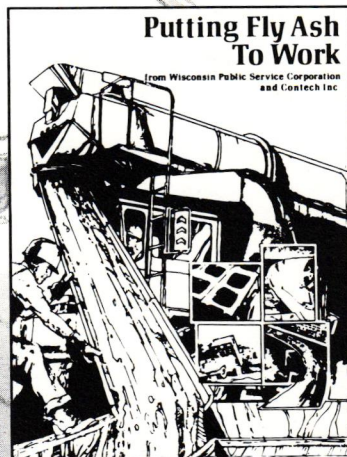
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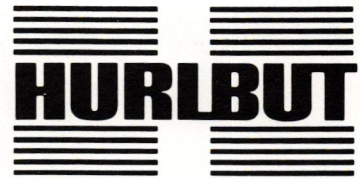
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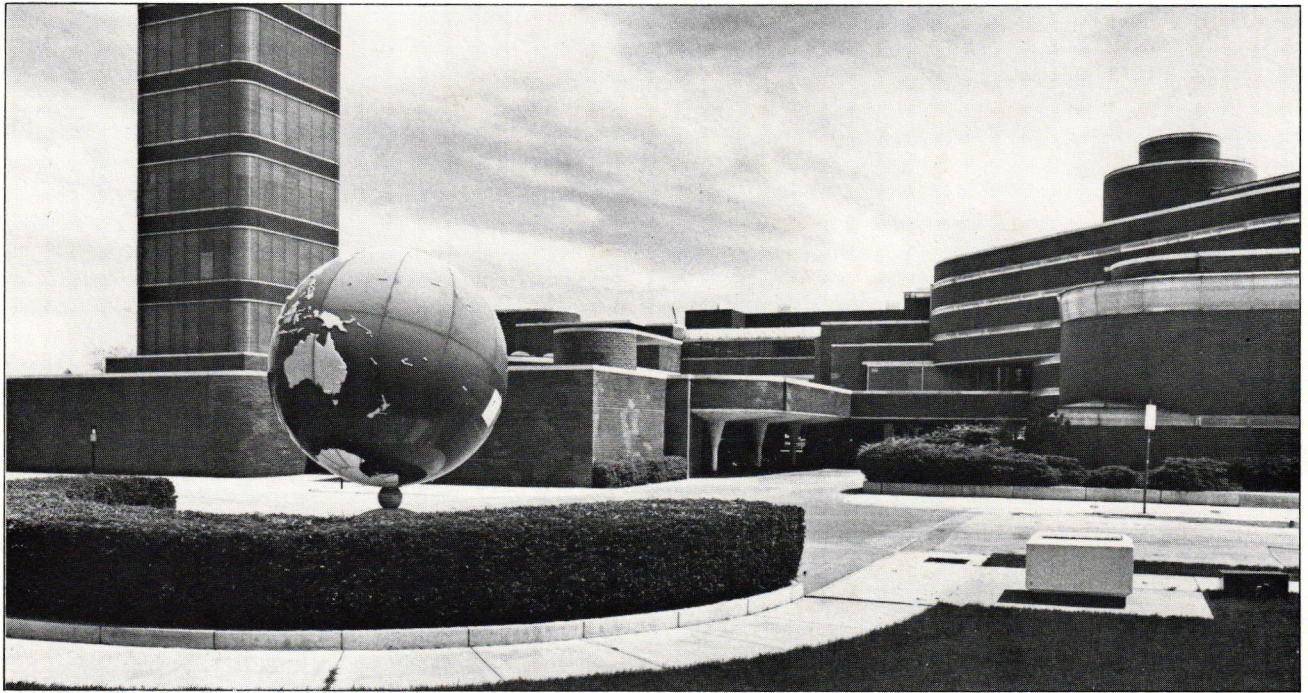


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A Tradition of Excellence

by E. O. Jones Jr.

S. C. Johnson & Son, Inc. (Johnson Wax), whose world headquarters are in Racine, Wis., has the distinction of being as well-known for the architecture of its buildings as it is for its widely advertised lines of products.

The Johnson heritage of architectural excellence had its beginnings 47 years ago. The company had outgrown its office facilities which were located in a large old house and some non-descript add-on buildings. Architectural plans had been completed for a new office building which had a style that was appropriately conventional for the times. The design was reminiscent of the typical small town Carnegie library.

The year was 1936 and H. F. Johnson, grandson of the company's founder, had become president of the firm eight years earlier after the sudden death of his father. It was at this juncture that the 37-year-old Johnson, through a mutual acquaintance, met Frank Lloyd Wright, who was then 69. Wright's practice had been in decline for a number of years despite his worldwide fame.

After a visit to Taliesin and a review of Wright's preliminary sketches, a decision characterized by vision and courage was made by the young company president and the controversial Frank Lloyd Wright was granted the commission to design the Johnson Wax Administration Building.

The project was not without its problems, set-backs and overruns. The Wisconsin Industrial Commission refused to approve the plans for the building because of the design of the columns supporting the roof of the Great Workroom. The dispute was settled with a dramatic on-site test for the Commission authorities with Messrs. Johnson and Wright

looking on. The column, which was only nine inches wide at the base, needed to support six tons according to the plans. Sand bags and pig iron were stacked atop the column which was still standing when the load reached 60 tons. Approval was granted for construction of the building to continue.

A week after the Johnson Administration Building was opened in the spring of 1939, a World's Fair opened in New York. LIFE magazine reported that the fair, "with its sprawling mass of freak and futuristic buildings, an undeniably great show." But future historians may well decide that a truer glimpse of the shape of things to come was given last week by a single structure, built strictly for business, which was opened in a drab section of Racine, Wisconsin.

"The new Administration Building of S. C. Johnson & Son, Inc. . . . is genuine American architecture, owing nothing to foreign inspiration, different from anything ever built in the world before. Spectacular as the showiest Hollywood set, it represents simply the result of creative genius applied to the problem of designing the most efficient and comfortable as well as beautiful, place to work."

H. F. Johnson's hunch to reject conformity and instead to endorse Wright's daring and creative designs was a master stroke. The Johnson Wax Administration Building was soon to become one of the most famous architectural achievements of modern times. For decades photographs of the building have appeared in books and publications throughout the world. Since that opening day in April, 1939 when 26,000 persons toured the building, the people have never stopped coming. Tour guides escort nearly 10,000 visitors from all over the world through the building each year.



A



wisconsin architect/may 1983



B

- A - H. F. Johnson (left) and Frank Lloyd Wright during tour of Johnson Administration Building (early 1950's).
- B - Testing of column to be used in Administration Building to gain approval of Wisconsin Industrial Commission. Wright at far right, Johnson to his left. (circa May, 1937)
- C - Lobby of Administration Building showing mezzanine and penthouse levels.
- D - Great Workroom of Administration Building.
- E - Research Tower and Administration Building showing the west side of the complex.
- F - Johnson District Office/Warehouse (location - St. Louis).



D



E



F

Commenting on the outcome of his father's decision, his son Samuel C. Johnson, chairman and chief executive officer of Johnson Wax today has said, "We became a different company the day the building opened. We achieved international attention because that building represented and symbolized the quality of everything we did in terms of products, people, the working environment within the building, the community relations and — most important — our ability to recruit creative people."

"When we get a really good person, he or she walks in that building and looks around, having worked for other companies, and suddenly comes to the conclusion that this place and this organization and the people that created this are different. That somehow this organization is interested in innovation, in new ideas and the people who work in that enclosure. Over the years we have been able to employ the most creative people who respond to that building. It's been a very favorable thing."

While the Administration Building was under construction, H. F. Johnson commissioned Frank Lloyd Wright to build a home for his family in a rural setting north of Racine. The home, called Wingspread, now serves as the conference center for the Johnson Foundation which is supported by the company and the Johnson family. Wingspread serves as a gathering place for national and world leaders to meet and exchange ideas about contemporary human problems.

Company plans following World War II required a major addition of research facilities. There was great pressure within the company to "play it safe" and build a conventional laboratory building rather than ask Frank Lloyd Wright to submit plans. However, after an exchange of letter, H. F. Johnson vetoed the recommendations of his colleagues and commissioned Wright to build the Johnson Research Tower. The 153-foot glass-sheathed shaft is 40 feet square. The 14 floors are cantilevered from the central core. The Tower was completed in 1950.

In 1976 the Johnson Wax Administration Building and Research Tower were placed in the National Register of Historic Places by the Department of Interior. Both buildings represent a commitment to creativity and innovation. The visionary decisions made by H. F. Johnson set the course for the future.

In 1976 Johnson Wax held an international conference which was attended by managers and directors from 45 Johnson companies throughout the world. The principal thrust of the meeting was to set down and update the Johnson philosophy and historical beliefs. The resulting document, called "This We Believe" contained the following statement: "... we commit ourselves to maintaining the long tradition of high quality and good design in our offices and plants."

This "belief" was incorporated into the corporate policy manual and reads as follows: "Design of Facilities: It is a tradition of the Company that our facilities are well designed and architecturally attractive. We are committed to maintain that tradition and to have facilities which are functional, which have a pleasant working environment and, in addition, which can be considered unique or special. Our facilities should reinforce our employees' pride in the Company and in its activities, and they should be an asset to the community."

The postwar period was an era of continued growth both domestically and overseas. District sales and warehouse buildings were constructed in major market cities throughout the U.S. While each was different, there was a continuity of style that featured clean uncluttered lines with extensive use of glass complimented by brick facades. The tradition of being a good neighbor was closely followed.

During the 60's the company moved its manufacturing operations to a new plant and warehouse facility eight miles west of Racine. This plant now encompasses 1.9 million square feet of floor space. On a rural site north of Racine the company established a Biology Center. Initially a large cow

barn was converted to laboratory space on the inside with no exterior changes. As additional space was needed, a low profile ranch style building was added to the site which was in keeping with the rural nature of the area. It was designed by A. M. Kinney Associates.

As Johnson Wax business operations continued to expand overseas, new facilities were required. A decision was made to grant commissions for new buildings to renowned architects of the host countries. For example, the \$4.2 million factory and office complex completed in 1961 in Surrey County, England was designed by the London firm of Clifford, Tee and Gale.

When the decision was made to build Europlant, a manufacturing and administration facility to serve the Common Market countries in the Netherlands, the Dutch firm of Maaskant, Van Dommelen, Kroos and Senf of Rotterdam was awarded the commission.

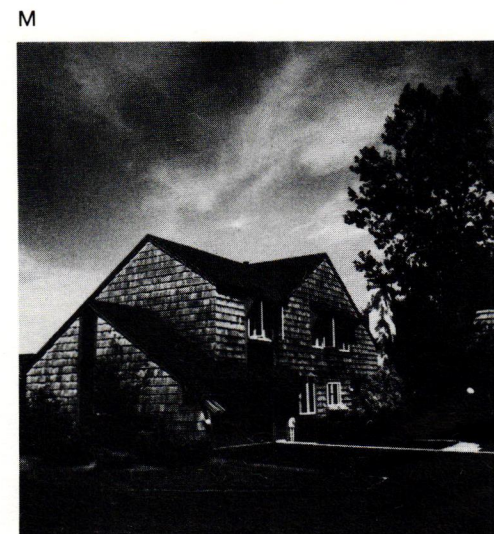
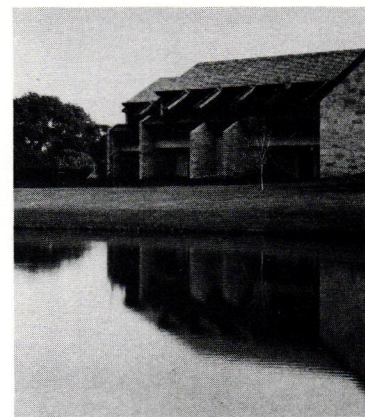
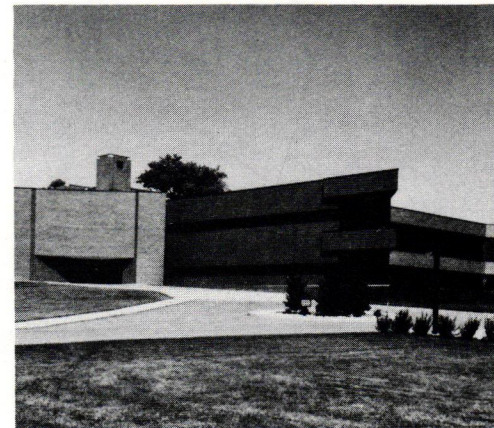
Completed in 1966, the Europlant administration building located in Mijdrecht, takes the form of a spectacular wing-like structure which appears to "float" over an extensive reflecting pool. The building makes a daring statement about the innovative character of Johnson Wax as a worldwide company.

Other overseas projects include buildings in Arese, a suburb of Milan and in Oiso, 40 miles from Tokyo.

The Italian facility, completed in 1971, was designed by Espaminoda Ceccarelli. The one-story warehouse is "wrapped" with a V-shaped second level passageway which connects with a five-story office tower.

White-coned Mt. Fuji provides the backdrop for Japan Johnson's 44,000 square foot office building and adjacent 163,000 square foot factory. Special care was taken in defining the aesthetic objectives for this facility because of the sensitivities involved in the fact that Johnson, a U.S. company, was planning to build a sizeable plant facility for its Japanese subsidiary in a semi-rural area adjacent to a small town. Among the objectives were:

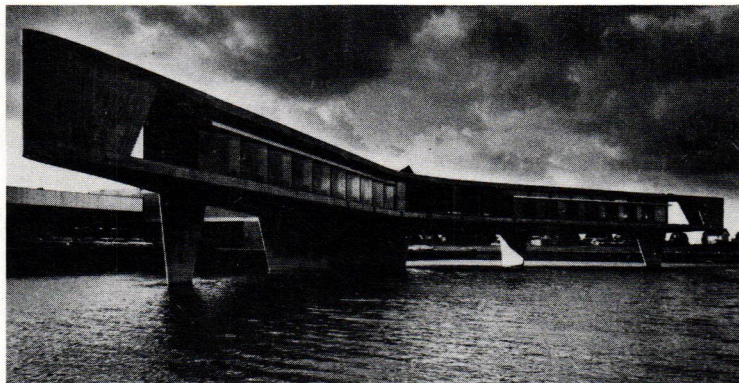
1. To achieve a building which



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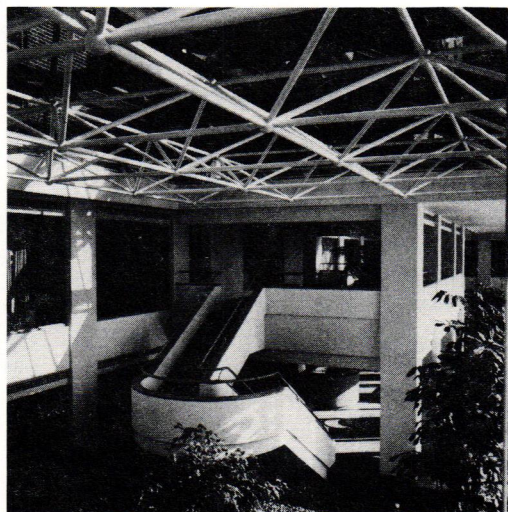
J



I



K



L

G - Johnson Biology Center located in rural area north of Racine. Designed by A. M. Kinney Associates.

H - Administration Building of Johnson Europlant built in Mijdrecht, Netherlands "floats" over reflecting pool. Completed in 1966.

I - Major addition to Canadian Johnson office in Brantford, Ontario.

J - Milton Park, renovation of building dating back to 12th century for R & D laboratories. Located at Egham, Surrey. Completed 1980.

K - The Council House - International Conference Center located in Wind Meadows, north of Racine. Photo shows north side of building.

L - Louis Laboratory - entrance lobby and atrium.

M - Wind Meadows Patio Home.

would be an outstanding statement which would project the intention to be a good neighbor to the community. 2. The design should convey immediate recognition that this is a Japanese building, respecting the cultural and structural tradition of the Japanese style. 3. Japanese materials were to be used wherever practicable. 4. To provide a pleasant, and in fact, an inspirational place for all employees in order to increase their work output under optimum conditions created by the buildings themselves.

The techniques for raising the roof of factory created a great deal of attention. The roof structure was of steel pipe space frame construction which was assembled on the ground and the roof, plumbing and electrical wiring was installed. Hydraulic jacks were placed at the 25 column locations.

Using an electronically controlled system, the 1,200 ton structure, which was 153 by 120 feet raised 20 feet. More than 1,000 people showed up for the roof raising including architects, engineers and the press. The designer and contractor was the Fujita Corp. In 1973, the building received a "factory-of-the-year" award from the Building Contractors Society of Japan.

In the spring of 1974, French Johnson's impressive new offices and warehouse were dedicated at Cergy-Pontoise, one of the five new satellite cities situated around Paris. The designer was Marc Nebinger who was awarded the privilege of designing the monument for Charles de Gaulle at Colombey-les-deux-Eglises.

When the time came to provide expanded administrative headquarters for the company's European operations, a move was made from rented space in central London to Harewood House, a Georgian style country mansion situated on 35 acres of rolling English countryside. The integrity of the mansion was maintained and the furnishings for the Johnson Eurocentre were selected to match the age and ambiance of the home. Harewood House is located near Ascot, 35 miles from London but convenient to Heathrow Airport.

One of the company's most intriguing architectural adventures involved the restoration and conversion of Milton Park as a modern research and development facility to serve Europe, Africa and the Near East.

In 1978, Johnson purchased Milton Park, a building dating back to the 12th century, which is located on a 12-acre site at Egham, Surrey, near historic Runnymede. Although rebuilt in the early 19th century, the original Milton Manor House was constructed on this site 800 years ago. The property was seriously run down at the time it was acquired. During the 18-month restoration operation, great care was taken to preserve the essential character of the building, both inside and out. In many cases, cornices, paneling, ornate ceilings and color schemes have been restored to their original likeness. Outside, the old garden walls have been preserved. Major structural alterations were avoided. The one addition needed to house the employee restaurant was designed in the same architectural style of the main building and placed at the rear of the structure. The interior provides modern laboratory, office and library facilities for some 70 scientific personnel.

In 1971, Johnson Wax formed a subsidiary, the Johnson Wax Development Corporation, for the purpose of developing Wind Meadows, a 250-acre multi-use planned community in the Village of Wind Point just north of Racine. Through professional planning, cluster and open space concepts were applied to the tract which included both prairie and wooded areas. Much of the center of the acreage held a "perched water table" and was not suitable for building. The solution was construction of a lake which meanders through Wind Meadows. A leisure center with club house, swimming pool and tennis courts are located near the lake. The project includes a 10-acre commercial center with a bank and two professional office buildings. Residential units include 144 single family lots arranged around landscaped courts, 173 townhouse and single family condominium units arranged in clusters. The

quietly distinctive architecture of the units blends naturally with the wooded surroundings. The condominiums were designed by Robert Wirth who was then with Blake-Wirth and Associates.

In recent years, the Johnson Wax Development Corporation has focused its activities on commercial real estate development. They have included McMynn Tower in Racine, a 123-unit Section 8 elderly project designed by Hackner, Schroeder, Roslansky and Associates. Geneva Square, a 123,000 square foot shopping center designed by Brust-Heike/Design Associates was built in Lake Geneva, Wisconsin. The Sheraton Racine, a 225-room hotel and convention center was built west of Racine. The hotel was designed by Maher and Sazma Architects.

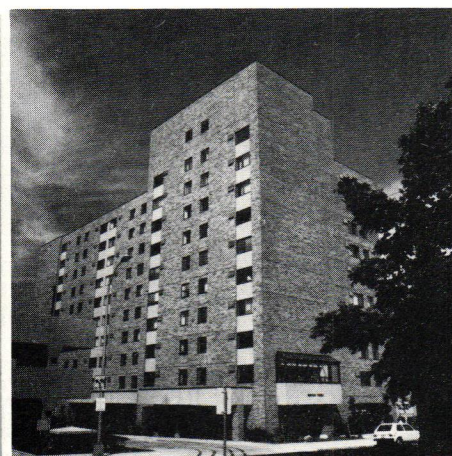
The Johnson Wax Development Corporation also has a variety of other commercial projects in other states. Five office buildings with a total of more than 850,000 square feet of floor space are being built in Scottsdale and Phoenix, Arizona; Albuquerque, New Mexico and Manhattan Beach and Burbank, California. Two warehouse/distribution centers are being built in Tampa, Florida. Three apartment complexes with 850 units are under construction in Tucson, Arizona and plans are being completed for the rehabilitation of a 55,000 square foot office building in downtown Minneapolis.

The Johnson Wax Development Corporation staff members represent the complete spectrum of business disciplines to accomplish all phases of the development process.

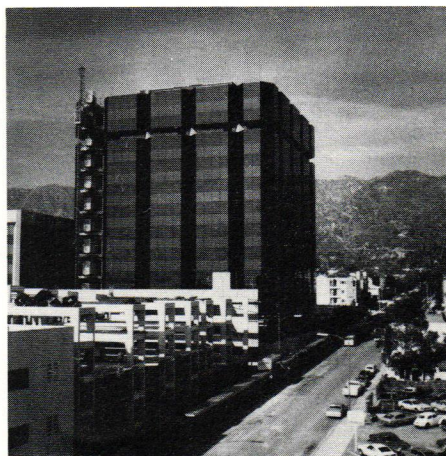
The two most significant corporate architectural projects carried out by the company in the last several years involve the building of an international conference center in the Village of Wind Point and the conversion of a 45-year-old abandoned hospital building into a modern laboratory complex.

The Council House was designed to serve as an international gathering place to accommodate guests from all over the world. In addition to complete conference facilities, there are 20 individual guest rooms.





O



P



R



S

N - Sheraton Racine interior - J. Trump's restaurant.

O - McMynn Tower, 123 unit elderly housing project in downtown Racine.

P - 303 Glenoaks Plaza Building, Burbank, California. Ten-story office building. 200,000 square feet.

Q - Scottsdale Financial Center, Scottsdale, Arizona. 109,000 square feet.

R - One Executive Center, Albuquerque, Aerial View.

S - Wingspread, designed by Wright as home for Johnson family in 1939. Now serves as headquarters for the Johnson Foundation.

T - Johnson Wax employees recreation center. 50,000 square foot multi-purpose facility designed by Miller, Waltz, Diedrich, Architects.

Located on a five-acre site, the building has a style which inspires remembrances of historic Wisconsin architectural forms. The project architect was Robert G. Wirth, AIA for Black, Wirth, Huettnerauch, Horn, Inc., Architects and Torke/Wirth/Pujara, Ltd. Architects/Engineers.

Located a block east of the Johnson Wax Administration Building, the vacated St. Mary's Hospital with six floors and 300,000 square feet posed a challenge and an opportunity. The company was faced with an urgent need for research and office space. After purchase of the building, a detailed architectural and engineering survey was undertaken to determine which of the hospital buildings in the complex could be renovated for corporate use. Decisions were made and the interior was stripped by wrecking crews, leaving only the structural framing and outer shell of the main building intact. Feasibility studies had shown that conversion of the building would be more economical from a monetary and quicker from a time standpoint than demolishing the structure and building a new facility. A. M. Kinney Associates, Inc. was the consulting architectural and engineering firm for the project.

Dedicated in June of 1982 at The Louis Laboratory, the entrance features a spacious reception lobby flanked by a two-story skylit atrium. Sweeping stairways lead to executive offices which overlook the atrium. Large conference rooms are situated on the first and sixth floors. The upper four floors provide space for R&D laboratories, private offices, secretarial work stations and employee lounges.

The building is linked to the Wright-designed complex by a glass-domed passageway which extends to a sub-surface location near the base of the Research Tower, about which Samuel Johnson has said "... the tower, in a really positive sense, became a symbol of our commitment to innovation as a company. I remember Mr. Wright saying something like 'tis to my father: you can raise it like a torch — the tower — to inspire your people around the world.' And it did, and still does."

Residential

ARCHITECT OR FIRM
Bruce Jackson, AIA

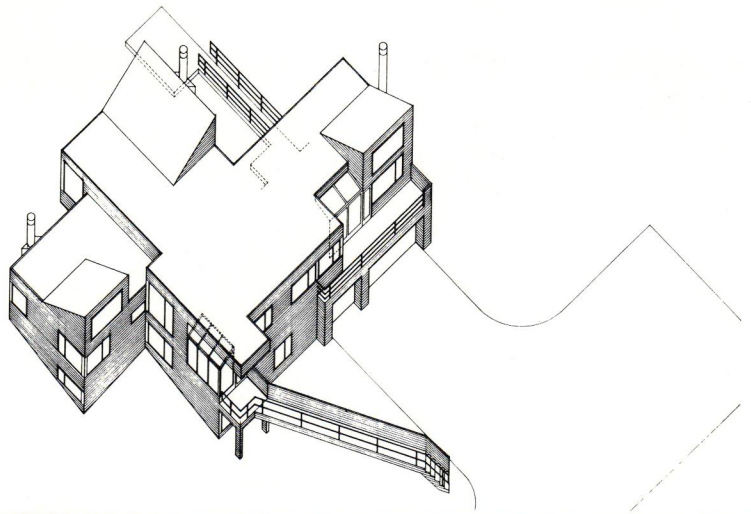
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Bruce Jackson

It was decided to attempt a contemporary, uncluttered style in the approach to the design. Of prime concern was a home office that would be somewhat independent of the main living spaces, yet located with easy access to the main entry and powder room. The site is heavily wooded with an elevation drop of 130 feet from the top of a knoll to the access road. Given this site it was important that the house be sited to take advantage of the views and a grove of rugged oak trees.

Exterior bridges lead from the lowest grade to the main entry and from the upper level to a deck at the highest point of the property with views in all directions. The living and dining rooms are divided by an open wall which delineates the spaces yet allows a sense of openness.





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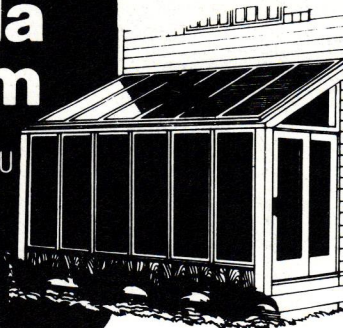
convenience, the uniqueness.

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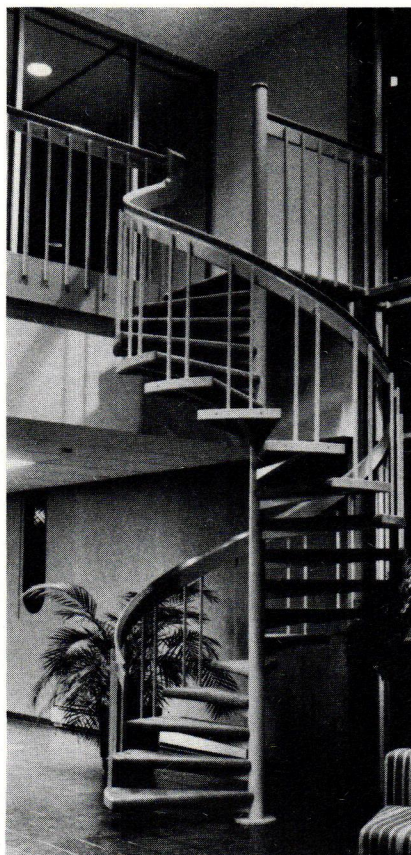
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Kronn Residence

PROGRAM

Design a passive solar-assisted home that accommodates the lifestyle of an active couple. The owners' expressed strong desire for an open, central plan that exploited the river vistas. Another important criterion was to 'zone' the plan for personal and entertaining uses.

SITE

Small, triangular parcel of level land which slopes to the river in the rear. The site is located at the end of a cul-de-sac in a residential community. Setback requirements limit the buildable area to the center of the site.

RESPONSE

The primary form determinant was the passive solar orientation. The volumes build up to the center in a cascading effect that reduces the scale at the periphery to help the home blend in with the neighboring single story homes. An important design consideration was the 360° view that the home could be seen from because of its siting at the end of the peninsula.

The home is entered from the south and is viewed in the approach sequence at the termination of a long street. This approach highlights the "cascading" volume and reduces it to a smaller scale. Rich detailing heightens the entire entrance experience by car and foot. The rooms are arranged to share the 'sunspace' and open to the private views of the river in the opposite direction. The 'sunspace' acts as a "heater" and "insulator", depending on the season, and is assisted by two ground water heat pumps that both heat and cool the private and public zones of the home.

CONSTRUCTION

Super-insulated wood frame construction with cedar siding and roofing. Local stone laid in random ashlar pattern.

ARCHITECT OR FIRM

VJ Schute Associates
20 Copeland Avenue
La Crosse, Wisconsin 54601

OWNER OR DEVELOPER

Mak and June Kronn
1933 Cherokee
La Crosse, Wisconsin 54601

GENERAL CONTRACTOR

Mike Marshall Construction
RFD 1
West Salem, Wisconsin 54669

PROJECT

Kronn Residence
1933 Cherokee
La Crosse, Wisconsin 54601

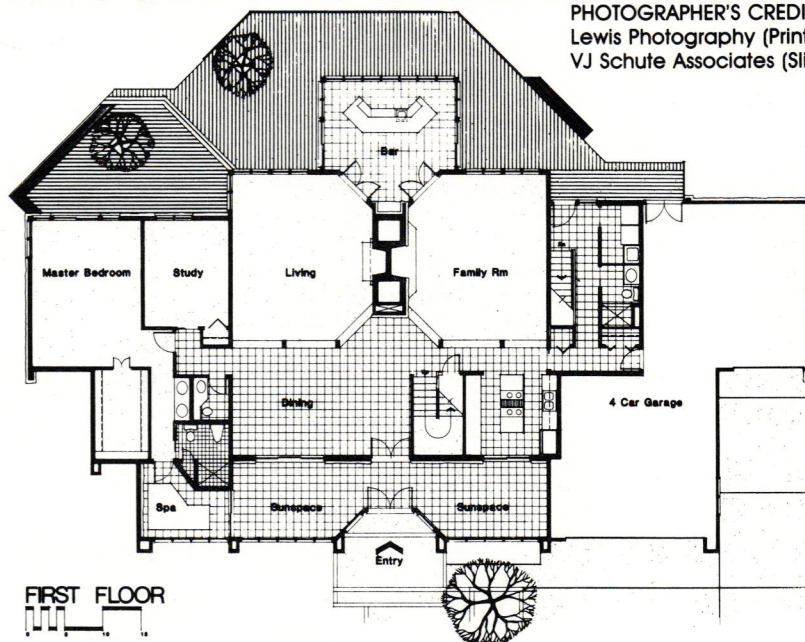
CONSULTANTS

Witt Associates - Energy Consultant
10268 Piper Road
Ossineke, Michigan 49766

Thomas Mulrine - Mechanical Consultant
Bernie Buchner, Inc.
20 Copeland Avenue
La Crosse, Wisconsin 54601
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Daniel D. Reginato, AIA

PROJECT

Reginato Solar House

GENERAL CONTRACTOR

The Foster Group, Ltd.

PHOTOGRAPHER'S CREDIT

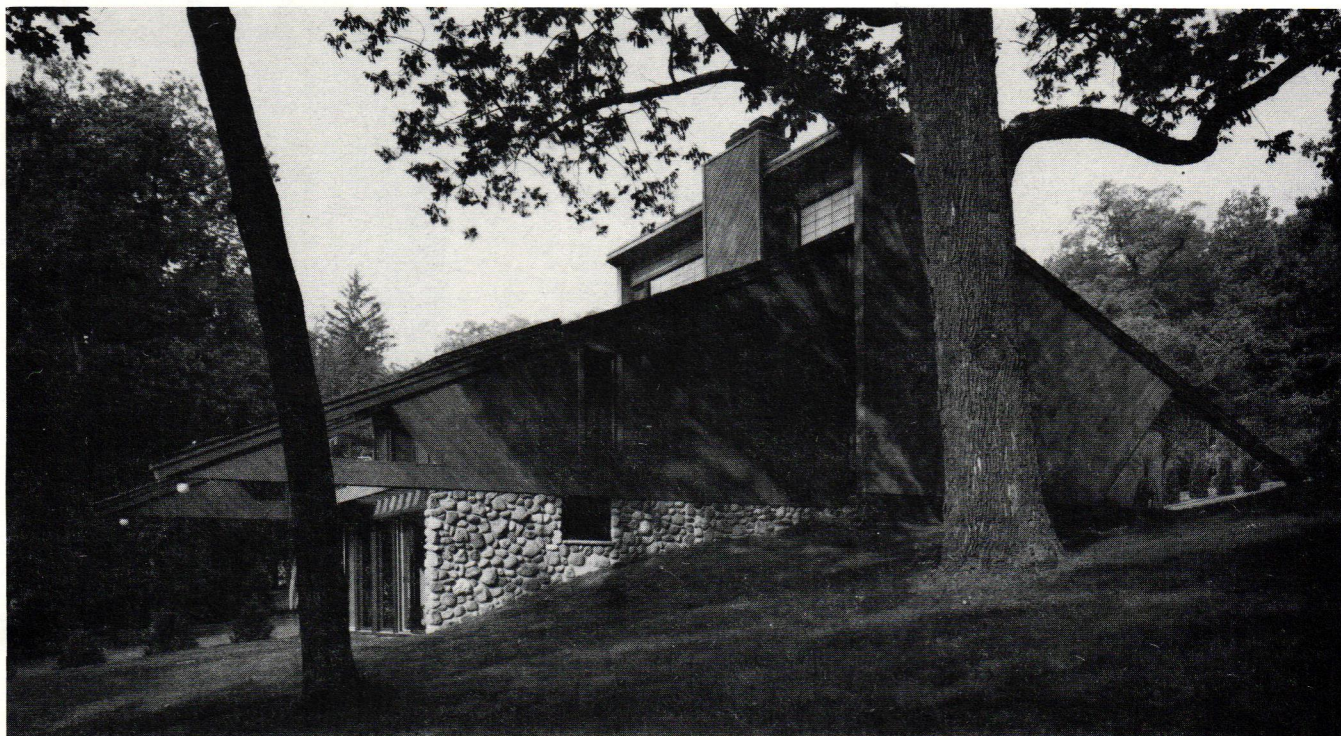
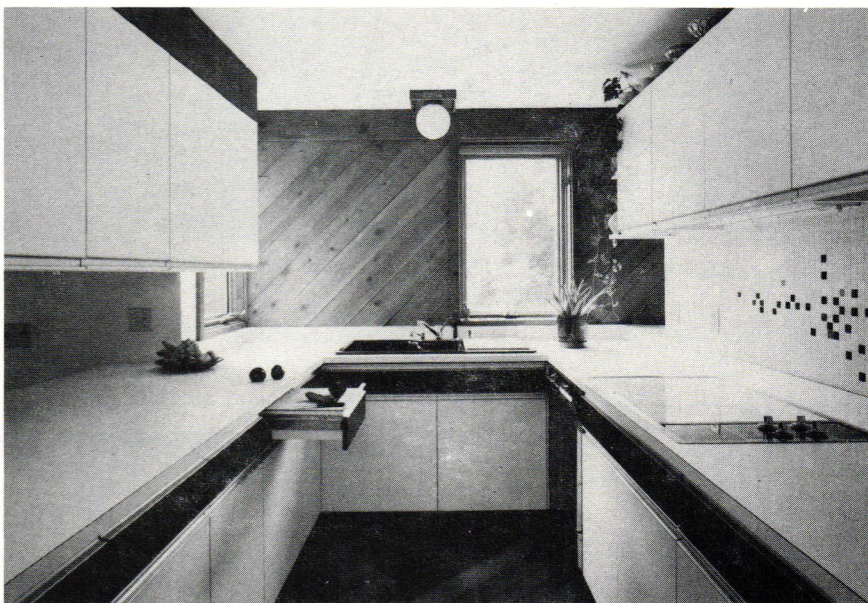
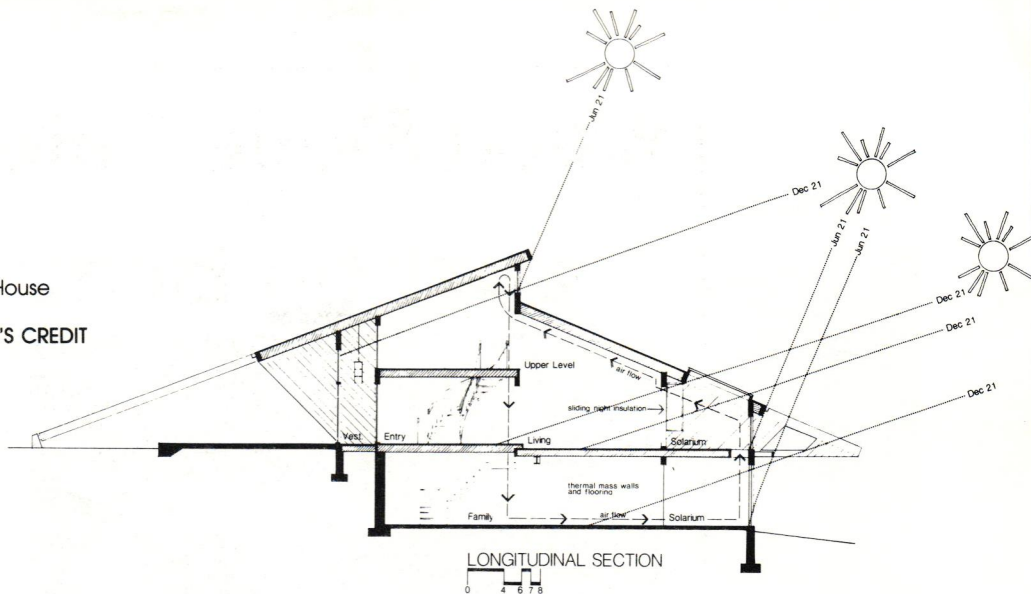
Eric Oxendorf

The program required the design of a house on one of the very few remaining lots on an inland lake. The site was long and the house was intended to promote casual living and entertaining with low maintenance. The house was also to be a reflection of the owners' interest in solar energy, the orient and art.

DESIGN SOLUTION

The house is notable in that it is built to maximize passive solar characteristics on a narrow site. Every room in the 2,200 sq. ft. house enjoys a lake view. The house provides adequate south facing glass. The high clerestory of "kalwal" allowing heat gain though providing appreciably better insulating properties than glass and requiring less cleaning than glass.

The lower level is built into the slope and has thermal mass storage capacity in the walls and floor. The garage, storage and closets along the north wall provide a buffer and effective insulation from the winter's north winds. The air-lock main entry vestibule minimizes air infiltration. The upper and lower solarium allows for collection of solar heat. Distribution can be controlled by sliding glass doors at the lower level and specially designed insulated kalwal "shoji" screens at the living level. The configuration of the house allows solar heat to circulate through natural convection.



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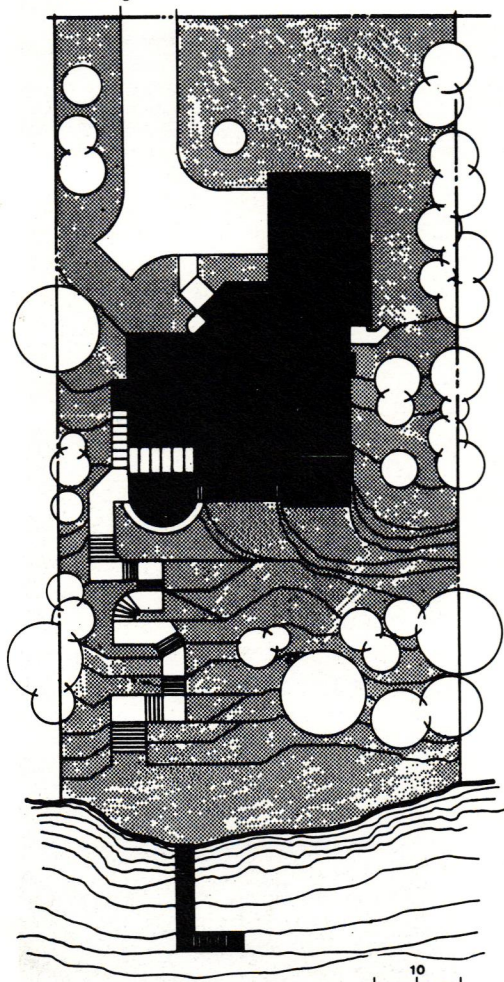
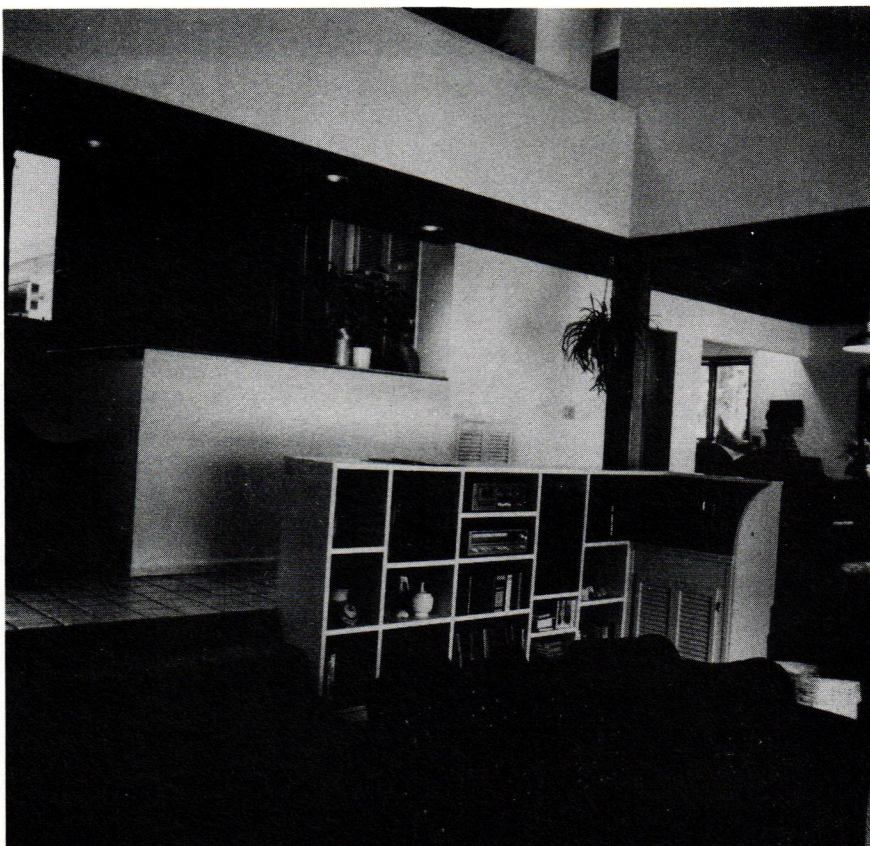
OWNER OR DEVELOPER
Mary A. La Certe and Richard J. La Certe

GENERAL CONTRACTOR
Lemke Builders

PHOTOGRAPHER'S CREDIT
David E. Lawson, AIA

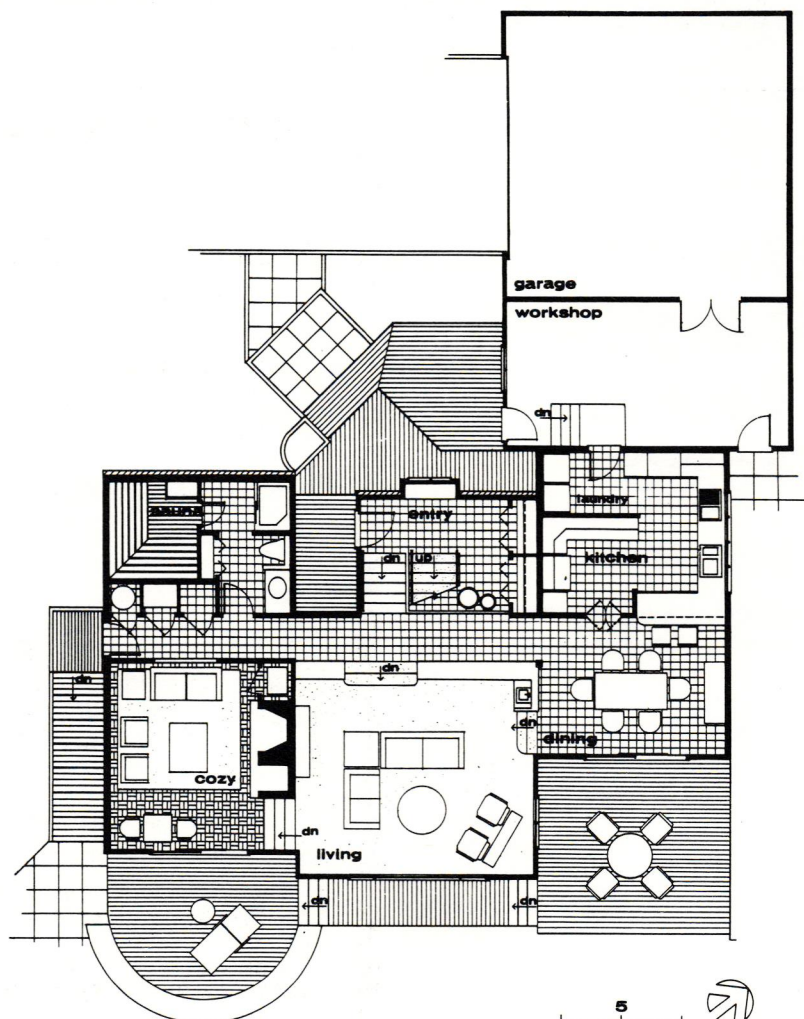
Starting at a point 75 feet from the lake, this 3,000 square foot house was designed on five levels set into the hillside with the main exposure to the southeast lakeview. The attached garage was located at the north-west corner of the property to provide both a buffer for the entry and for the house. The greenhouse was located at the southeast corner to maximize the solar gain as a sun space, to provide a panoramic view for the master bedroom, and to function as a light scoop to the cozy room below. The red tile floor on a concrete slab in the cozy room provides a heat storage element.

A bridge opens the sleeping levels to activities below, while zoning the owner's suite from guests. the continuous clerestory windows located above the bridge allow natural light to flow down through the open space on either side of the bridge, as well as serve as operable vents for natural passive cooling.



Site Plan

wisconsin architect/may 1983



Living Levels



As designed by HSR Associates, Inc., La Crosse.

UW-M Students Design A 'Real-Life' Project

EDITOR'S NOTE:

The impetus for collaboration between the Department of Architecture and HSR Associates, La Crosse, stemmed from a meeting between the faculty and practitioners at the WSA Convention in Milwaukee last year. After a fruitful discussion, Jim Gersich, Principal and Architect at HSR, offered UW-M the opportunity to undertake one of his recently completed projects as a design studio exercise, and to take advantage of his experience gained in its design and construction. Jim's efforts, time and enthusiasm are a credit to all Wisconsin architects.

24

Marshfield Police Department

The Teaching Perspective

By Bob Greenstreet, Professor of Architecture
University of Wisconsin-Milwaukee

The project, a police station and safety facility for the City of Marshfield, Wisconsin, was a valuable contribution to the 401 Studio for a number of reasons. It enabled students to deal with the concept of small scale, public spaces combined with a moderately complex program. These factors were coupled with the obvious attraction of dealing with a real client representative providing specific preferences and input (i.e. the building should be friendly and reassuring, but sniper-proof!), and the restraints of the actual site and surrounding buildings.

Jim Gersich introduced the project to the 55 students in the studio, giving a detailed background to

the requirements, and extensive explanations of the brief, including details of cost and code constraints. Before leaving, he also provided a useful range of photographs, maps and handbooks for the students to use.



wisconsin architect/may 1983

At the conclusion of the project, six weeks later, juries were held with Jim as guest critic, who gave a valuable insight into problems involved in the scheme. Jim also presented awards, which were donated by HSR, to those with the best designs. Selection of these was not easy, due to the generally high standard of the work.

Jim then showed rare courage in presenting his **own** scheme to the same students he had just finished reviewing, a gesture much appreciated by everyone.

The introduction of this kind of fusion, between the School and the profession, is valuable in that it broadens the range of experience and opinion open to the students and, as in this case, brings an element of realism to the studio, a state usually sought but not always possible. Hopefully, associations of this nature will materialize in the future to continue the dialogue between firms of architecture and the School.

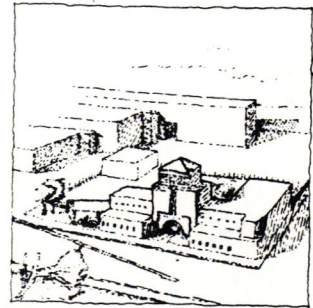
The Professional Perspective

By A. James Gersich, Principal, Architect/Project Manager, HSR Associates, Inc., La Crosse, Wisconsin

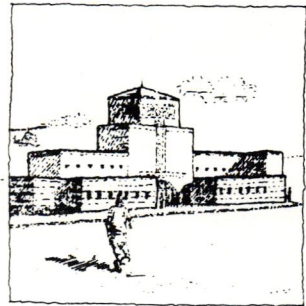
In May, 1982, David Glasser and Bob Greenstreet told many of us at the annual WSA Convention that the quality of the UW-M Sarup Program has improved, with new emphasis on design. Practitioners listened, some (myself included) with skepticism; I decided to find out for myself.

Bob Greenstreet invited me to introduce the project myself, and fifty-five young, yet eager designers, led by Bob Greenstreet, Assistant Professor Miriam Gusevich, and Adjunct Assistant Professor Tom Kubala, were soon challenged to create a warm, appealing \$1.1 million, 20,000 square foot police station. We talked about the politics involved, the hard financial realities of public construction, the specific site constraints, design emphasis on conservatism, the building as an

anchor for a quickly-disappearing downtown, a symbol of strength, pride and security for the community. Perhaps most of all, students were directed to design a police station that functions.

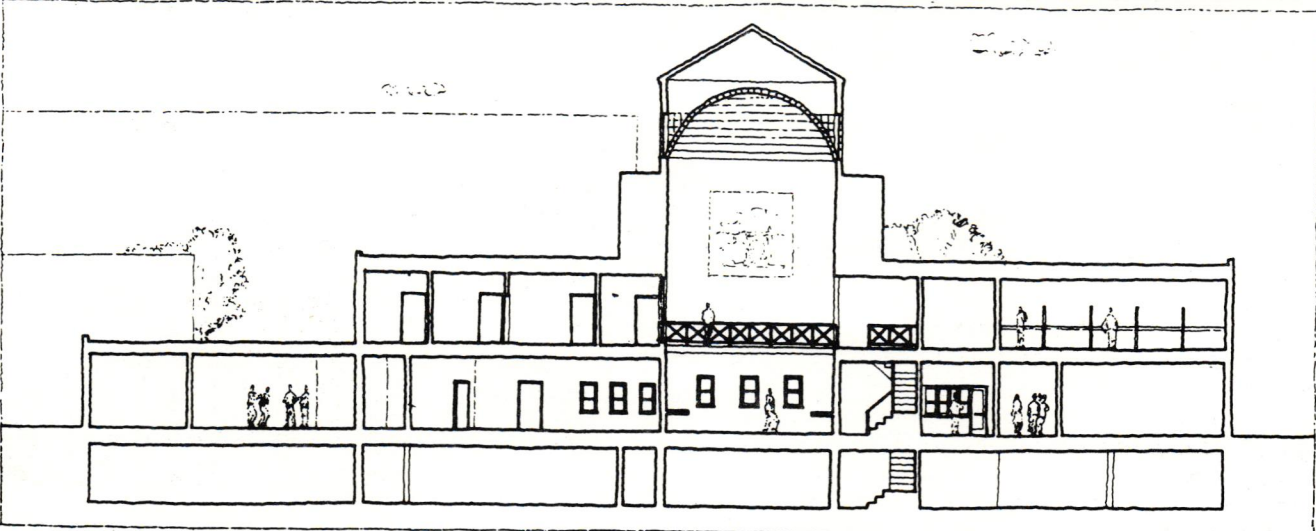
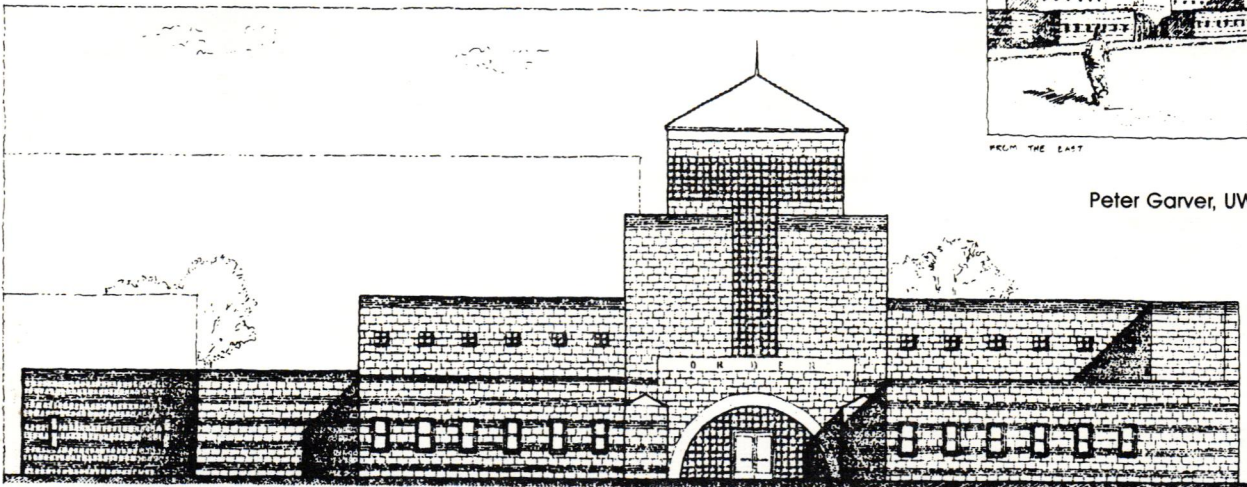


FROM THE AIR

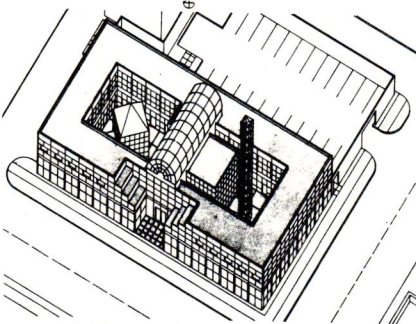
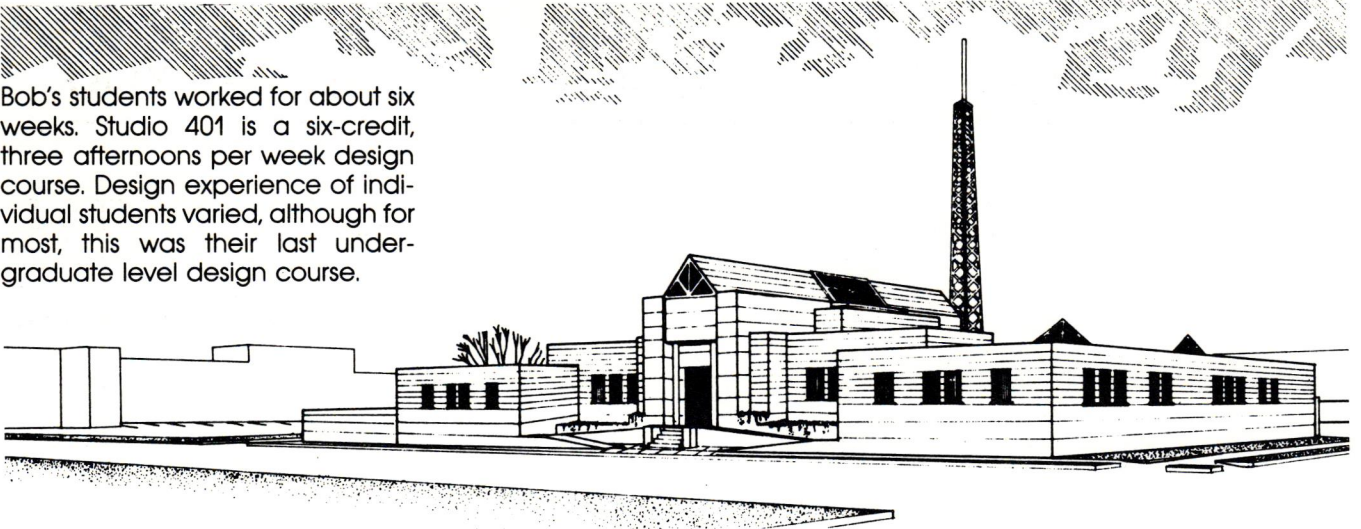


FROM THE EAST

Peter Garver, UW-M

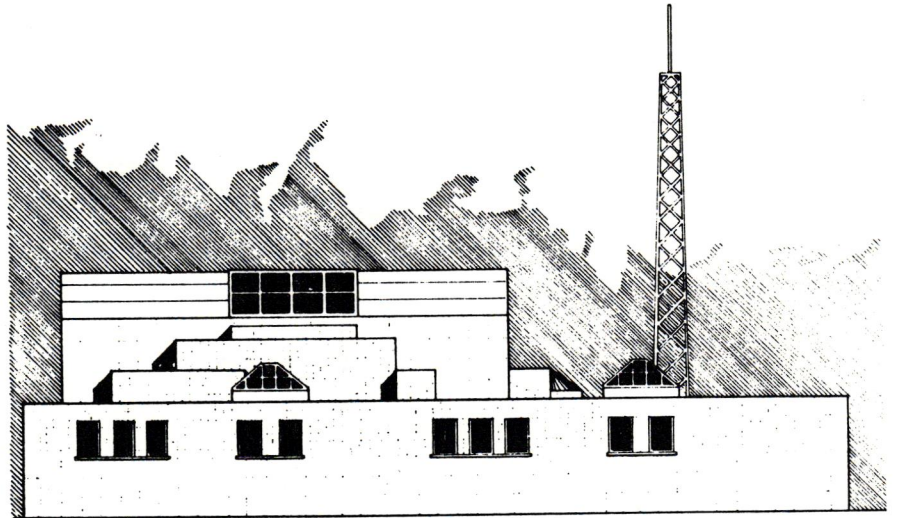


Bob's students worked for about six weeks. Studio 401 is a six-credit, three afternoons per week design course. Design experience of individual students varied, although for most, this was their last undergraduate level design course.



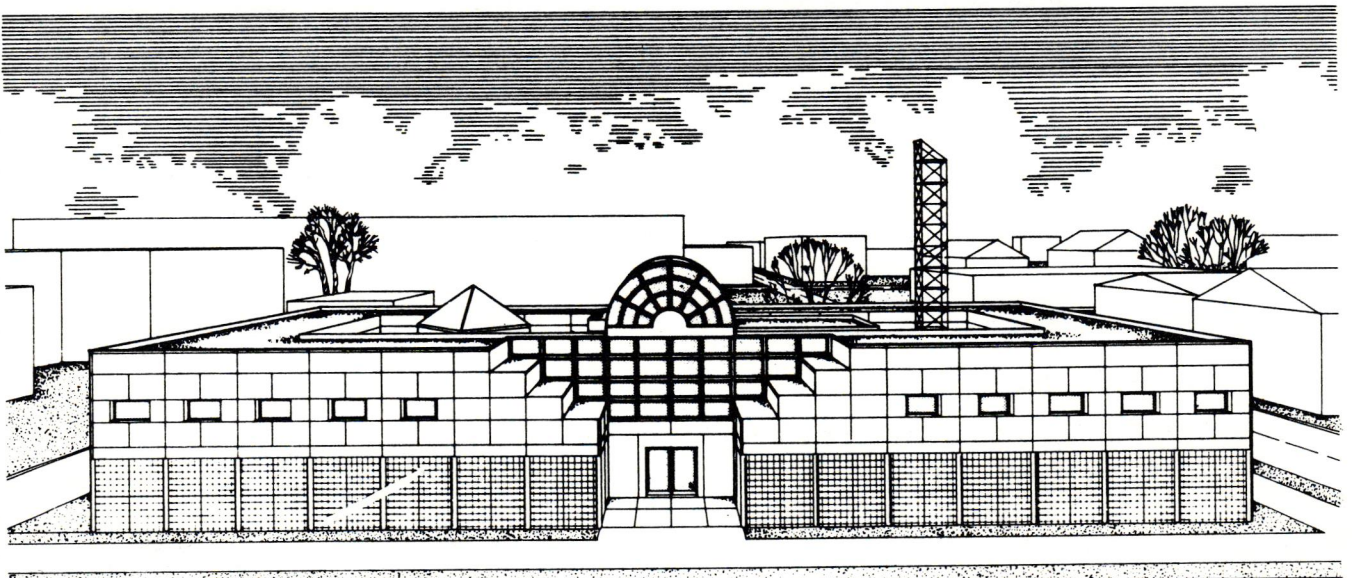
I didn't know what to expect when I returned to sit in on the juries. I feared incomplete efforts and "ranchburger" schemes. I found just the opposite.

I can say, without qualification, that the design program has improved, quite dramatically. Both the quality of the educational process, as well as the individual student's design abilities, show this improvement. These young people de-



monstrated to me that they can speak the language of design, that they aren't afraid to work hard in a short time period, that they can draw and communicate their feelings verbally as well.

Congratulations to those students and especially to the faculty at UW-M. Keep up the good work!



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At the SARUP Reference Center for faculty, student, and **professional community use**, there are major American, European and Japanese architectural/planning peri-

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The Reference Center collection of print materials is on permanent loan from the Golda Meir University Library. SARUP Reference Center holdings include over 3,000 monograph and serial volumes, 40 current periodicals titles, approximately 10,000 slides, over 700 product catalogs, 1,500 maps, and about 300 drawings and plans. The research collection for SARUP is at the Golda Meir Library where over

10,000 volumes concerning architecture are housed. In addition, there are over 70 current periodicals as well as bound periodical volumes. Of course, the total holdings of Golda Meir Library, including government documents and special collections, are available and easily accessible to complement the holdings of the SARUP Reference Center.

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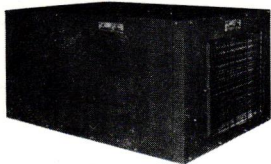
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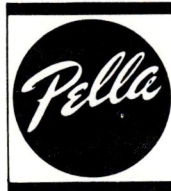


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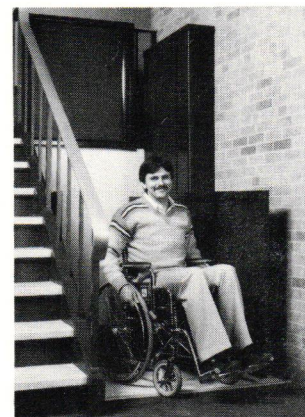
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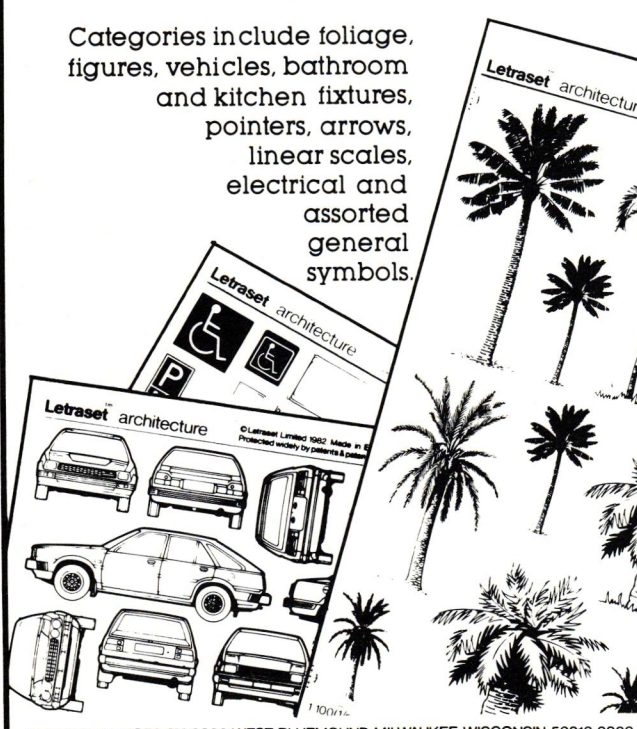
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David Kahler, FAIA, has been advanced to the College of Fellows of the American Institute of Architects.

Fellowship is a lifetime honor bestowed for notable contribution to the profession of architecture. Dave is one of 94 fellows selected in 1983 and he will be invested in the 60 year old College on May 22 at the 1983 AIA National Convention in New Orleans.

Kahler, president of Kahler. Slater. Torphy. Engberg, has combined his architectural career with community service. Community service has involved him as a trustee of the Milwaukee Art Museum, a regent of the Milwaukee School of Engineering, vice president of the Milwaukee Humanities Committee, a member of the Building and Esthetics Board for Shorewood, Wisconsin, and numerous other areas of community service and activity. His design involvement has been not only in his private practice, but as a teacher. His design of the lakefront addition to Milwaukee Art Museum received national recognition for his ability to meet the challenge of introducing major museum space to a building that is one of Eero Saarinen's major works . . . and still retain the elegance and character of the original structure. The WSA has presented his firm with 23 awards in recognition of design and excellence since they became associated with the firm in 1965.

The Wisconsin Society of Architects and AIA are pleased to recognize Dave Kahler for his community service and design excellence.

ARCHITECT — EXHIBITOR GOLF OUTING

Mark your calendar for June 9, 1983, the date of the WSA's Annual Architect-Exhibitor Golf Outing. The outing is planned by WSA for its members and for those companies or individuals that exhibited at the 1983 WSA Convention.

The WSA provides one free green fee to exhibitors for each exhibit space. WSA members may purchase green fees for themselves and employees. A smorgasbord dinner in the evening will be free to exhibitors, members of their organization, and WSA members.

This year's golf outing will be held at the Watertown Country Club. Registration materials will be sent to all members. If you can't wait . . . call Karen at the WSA office and she will assign you a tee off time.

CHANNEL 10 NIGHT

The Southeast chapter of WSA made history the snowy night of Sunday, March 20, 1983 which also happened to be the first day of Spring. The Southeastern Chapter of the WSA along with the Wisconsin chapter of IBD, the Institute of Business Designers, had representative volunteers answering the phones on PBS-TV that night to help with the station's membership drive. WMVS, a Milwaukee public television station occasionally has fund drives such as this, and invites local organizations and clubs to help them answer phones for pledges.

The members walked away noting the fun in participating, as well as the need to continue this free exposure. By the way, that night we raised one of the highest amounts for a given evening, \$42,560 in 4 hours! Let's get involved in other parts of the state with more PR.

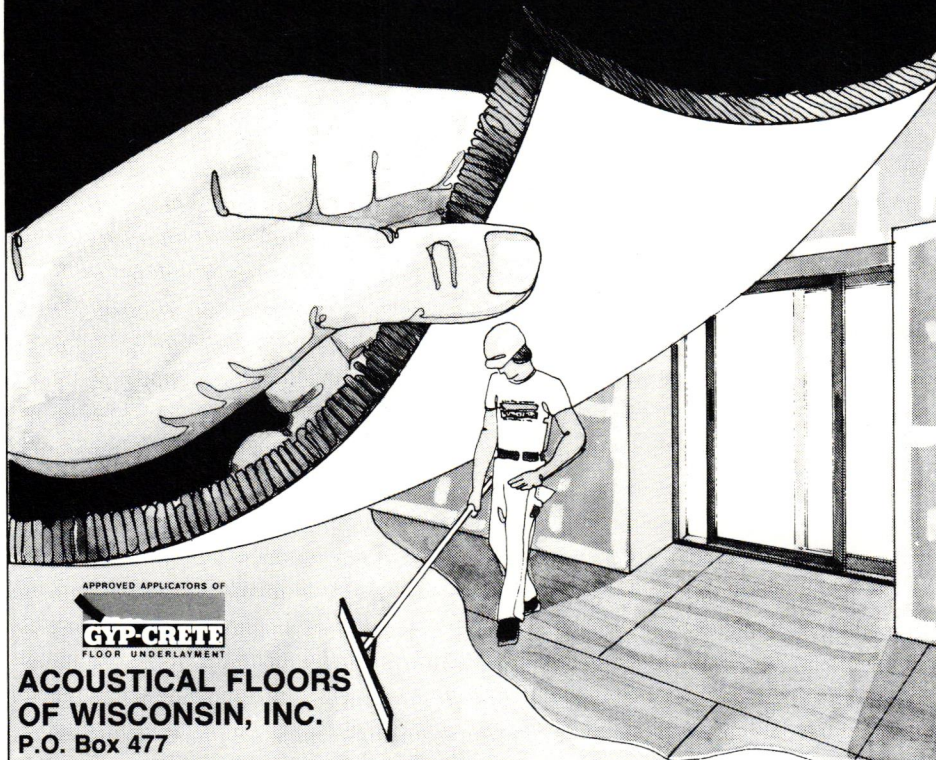
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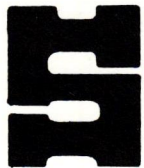
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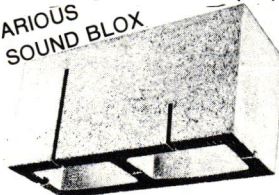
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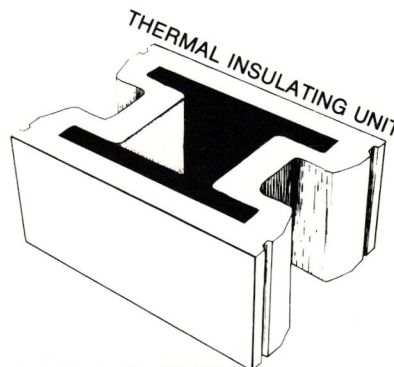


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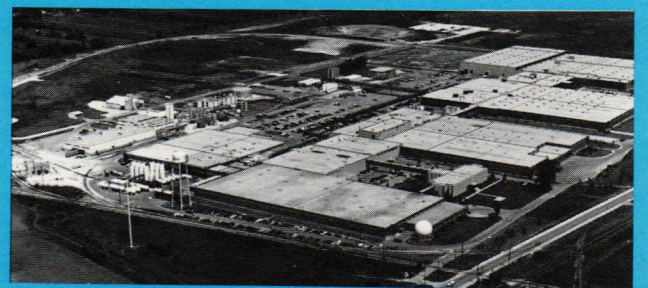


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MEMBERSHIP ACTIONS

KELLER, ELMER A., Was approved for AIA Membership in the Southeast Wisconsin Chapter.

SEITZ, STEPHEN F., was approved for AIA Membership in the Southeast Wisconsin Chapter.

STAUBER, ROBERT F., was approved for AIA Membership in the Southwest Wisconsin Chapter.

BRUTTING, THOMAS C., was approved for Associate Membership in the Southwest Wisconsin Chapter.

FROST, PATRICIA A., was approved for AIA Membership in the Southeast Wisconsin Chapter.

SIMONSON, BRUCE D., was approved for AIA Membership in the Southwest Wisconsin Chapter.

SMIES, JEFFREY D., was approved for AIA Membership in the Northeast Wisconsin Chapter.

BILLS, HENRY N., was approved for AIA Membership in the Southeast Wisconsin Chapter.

WILSON, DEL F., was approved for AIA Membership in the Southeast Wisconsin Chapter.

STREGE, KEITH D., was approved for AIA Membership in the Southeast Wisconsin Chapter.

OCHOA, GUSTAVO E., was approved for Student Membership in the Southeast Wisconsin Chapter.

DEFENDERFER, JOHN VOIGT, was approved for AIA Membership in the Northeast Wisconsin Chapter.

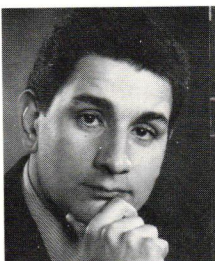
WSA LIBRARY-PROJECT MANAGEMENT MANUAL

PROJECT MANAGEMENT FOR THE DESIGN PROFESSIONAL, by David Burnstein, PE and Frank Stasiowski, AIA, is now a part of the WSA library and available for members check-out (in person or by phone).

With cost conscious clients clamoring ever louder for built facilities that are completed within the budget and on schedule, the role of the project manager in the architectural, engineering, and interior design firm is taking on a new importance. This book seeks to provide the project manager with the useful information in achieving this goal. The book is illustrated with numerous check lists, charts and forms designed to help the project manager control the project.

To check out this book either drop by the WSA office or call Sandra.

PEOPLE AND PLACES



Harry J. Wirth, AIA
34

Harry J. Wirth, AIA, Ed. IBD and Editorial board members of WSA, Educator; Jerry Rubin, IBD, National Trustee for the Institute of Business Designers, and Annelise J. Lawson ASID, IBD, announce their partnership in the new firm DESIGN PROFESSIONALS, INC. They are a progressive architectural and business interiors firm located in the Milwaukee Area. Their phone is 351-6334.

MAHER & ASSOCIATES ARCHITECTS is the new name of MAHER & SAZAMA ARCHITECTS. The address is 810 N. Plankinton Avenue, Milwaukee, WI 53203. Their phone number is (414) 276-0811.

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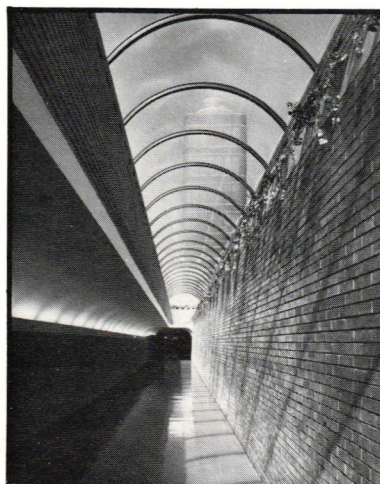
BOOK
REVIEWS
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HARRY J.
WIRTH,
AIA

BLUEPRINTS by Christopher Gray. Published by Simon and Schuster, New York. Copyright 1981. 11" x 14" format. ISBN: 0-671-41973-0. \$19.95.

A very unusual and interesting book to come out. This book features some of America's famous structures and displays actual reprints of the plans. The book, being of large format traces the history of the "blueprint" and blueprint technology. The author chose 26 interesting subjects and provided a short synopsis and photographs of each in addition to the blueprint reproductions. A select plan or detail/elevation is provided, with some of them folding out of the book because of their large size. Many of the subjects contain more than one print reproduction.

Among the more interesting subjects are working drawings for Michael Graves' post modern Portland Office Building, Frank Lloyd Wright's Robie House, the Pentagon and George Post's New York Stock Exchange Building. Non building projects include the Volkswagen Beetle designed by Dr. Ferdinand Porsche, the British/French supersonic transport the Concorde, NASA's Lunar Roving Vehicle and the Hoover Dam.

This unusual book is very entertaining and quite educational. It should be among the architectural history books in your library. It is paperbound, printed in two colors and is available at most bookstores and the Architects Book Club.



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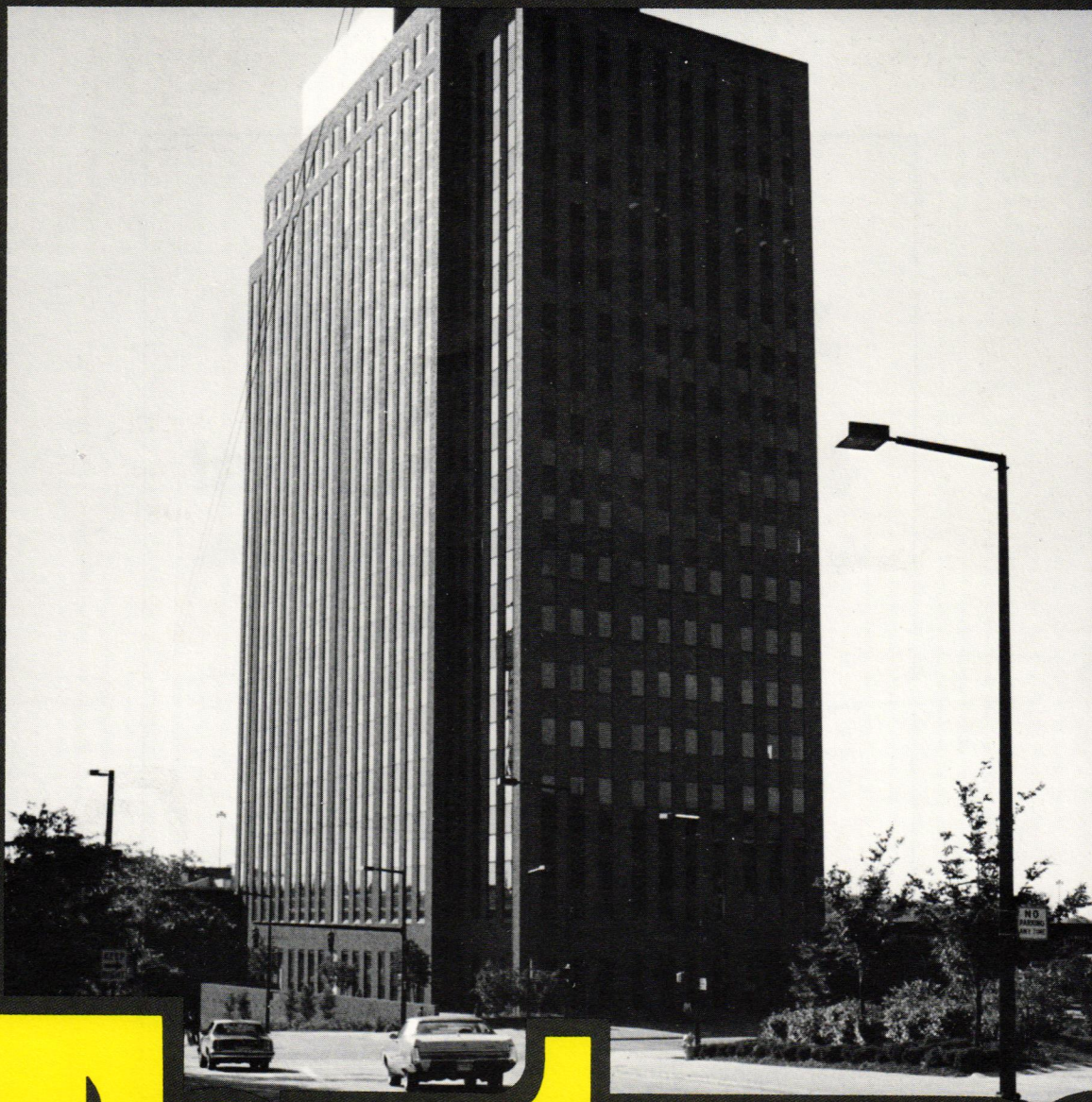
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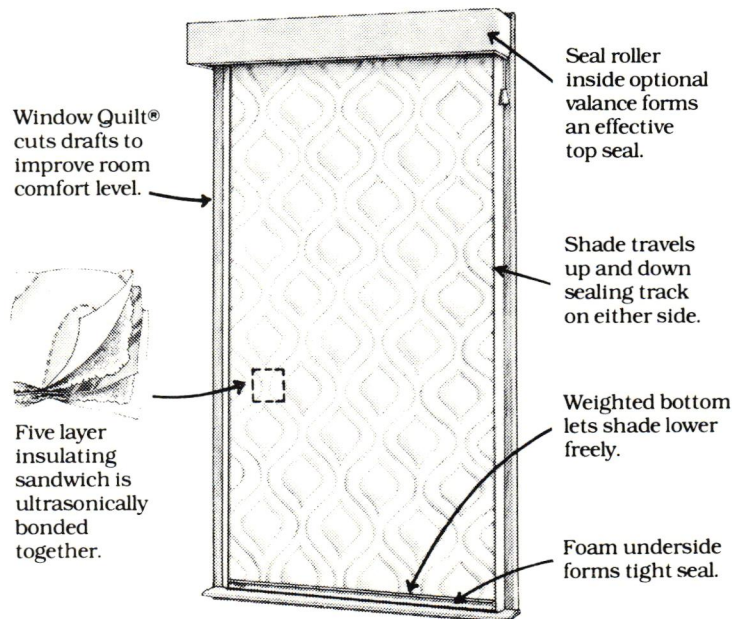
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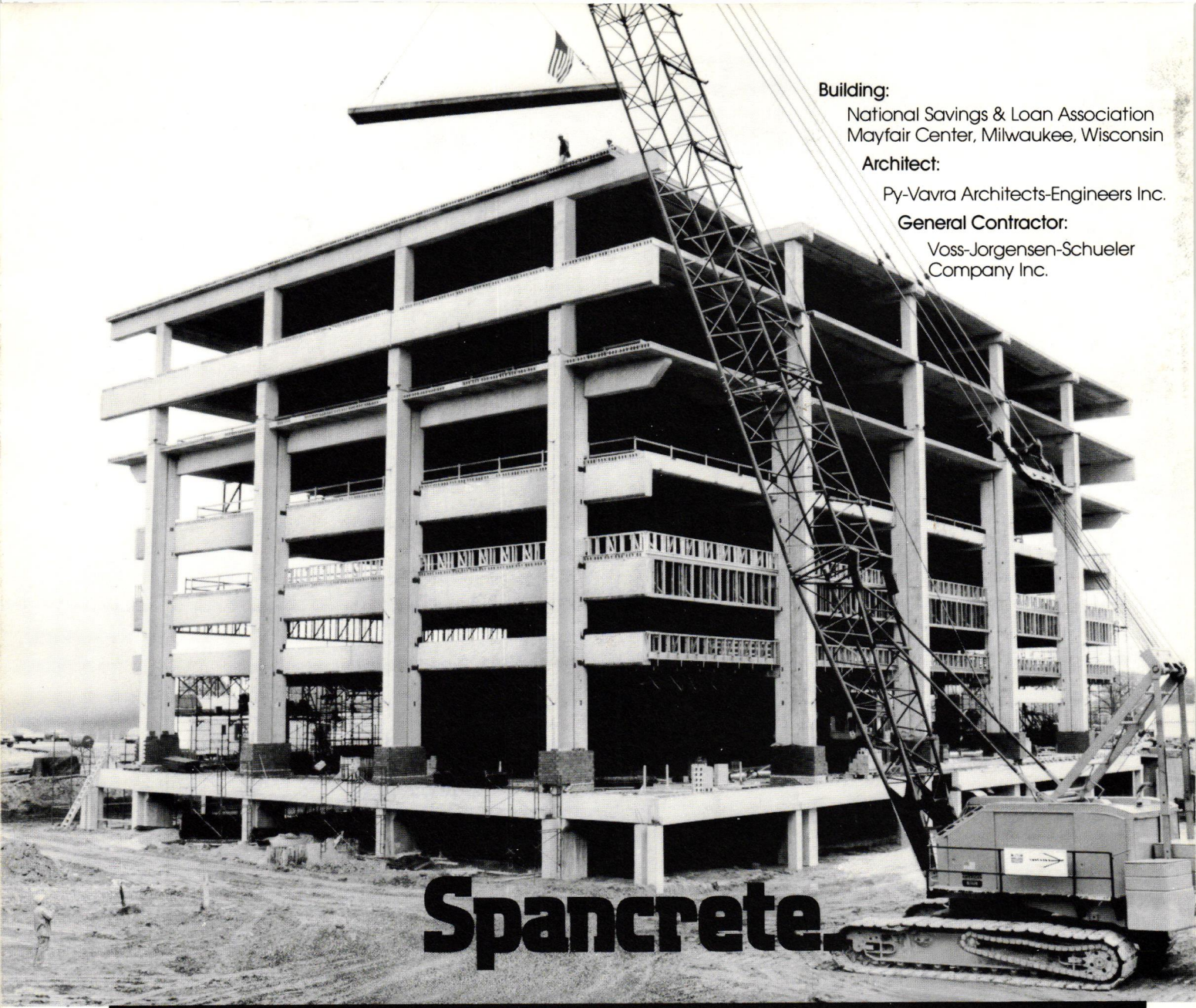
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